

The Daily Journal

Building on Success - The Opportunities Ahead

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SUCCESS!!!

Recently uncovered in Washington State

Cessation Marketing to LGBT Community

In 2005, the Clark County Health Department Tobacco Prevention and Education Program wanted to provide cessation outreach at variety of local LGBT events using culturally appropriate cessation and quit line materials and images that would appeal this priority community.

National literature has identified LGBT persons as having a high prevalence of tobacco use. Some research shows a tobacco use rate that's twice the rate for the general population. Furthermore, this group may be difficult to engage due to targeted promotions by the tobacco industry and cultural acceptance of tobacco use among LGBT members. Traditional cessation materials may not have a big impact with this hard to reach audience. However, culturally appropriate cessation materials and advertising may be more effective.

Three local LGBT events were chosen for cessation marketing:

1. The Imperial Sovereign Court of the Raintree Empire's Coronation 2005
 - * Purchased two, ¼ page ads in the souvenir program
 - * Provided free "goodie bags" to participants
2. GLBT Pride Celebration's 11th Annual "Saturday- in-the-Park"
 - * Distributed Gay American Smokeout quit kits
 - * Provided WA Tobacco Quit Line promotional items
 - * Staffed booth
3. Lesbian Softball Tournament
 - * Provided lesbian specific cessation and WA Tobacco Quit Line materials to community partner for their healthcare booth.



Clark County HD supported the project by:

Assembling "goodie bags" for Coronation 2005 which contained HIV prevention and tobacco cessation materials (including two different LGBT specific WA Tobacco Quit Line ads, Quit Line mints, matches, lollipops). They also purchased two ads in Coronation 2005 Program

Assembling Gay American Smokeout quit kits, renting booth space and equipment including canopy, tent, tables & chairs. Staffed booth at 2005 Saturday in the Park

Providing lesbian specific cessation and WA Tobacco Quit Line LGBT materials for Lesbian Softball Tournament

The project was also supported by community partners including:

1. Verbena Health Center, who modified two "Out to Quit" LGBT cessation ads to include WA Tobacco Quit Line info and created Tobacco Quit Line LGBT cards
2. Southwest WA Medical Center's Breast & Cervical Health Program, who staffed Lesbian Softball Tournament booth

All three events were very successful! All of the goodie bags were distributed at the Coronation. At "Saturday-in- the-Park," all Gay American Smokeout quit kits were distributed. The QL pens, lollipops & matches were also very popular. At the Lesbian Softball Tournament, popular cessation items included RAVE cards (including "Rich men", "Virginia Scams" and "Gay American Smokeout"), "Out to Quit" promo cards, Verbena's "Quitting is like dating," WA Tobacco Quit Line LGBT cards and University of California's "IQuit" cards.

We definitely recommend these types of projects to anyone trying to reach their LGBT community with cessation messages. Our future plans include distributing additional LGBT specific cessation and WA Tobacco Quit Line materials especially: Verbena's "My Greatest Enemy" posters and Gay City's "Read My Lips" posters. We plan to distribute these materials to Clark County Health Department's HIV Program, Clark College, Columbia River Mental Health and Mental Health NW, Share House and youth shelters. Finally, we're looking forward to next year and participating in Coronation 2006 and the 12th Annual "Saturday-in-the-Park!"

Tobacco Prevention & Control 2005 Annual Conference

Today's Weather Forecast

